

Urban Design and Architectural Guidelines Update

Public Meeting
Downtown Plan Urban Design
and Architectural Guidelines Update

Information and Discussion
October 25 and October 27, 2011

Urban Design and Architectural Guidelines Update

Purpose and Overview

Purpose of Public Meeting :

- Update the community on the implementation of the the 2009 Downtown Plan
- To share and acquire feedback on the proposed process, timing and content amendments of the Downtown Plan Urban Design and Architectural Guidelines

Program Overview:

- Purpose and Overview
- What is the UDAG and How does it Relate to Other Planning Documents?
- Project Strategy and Approach
- What We Accomplished and What We Heard
- Reccurring Themes
- Topics for UDAG Update
- Discussion

Urban Design and Architectural Guidelines Update

What is the UDAG and how does it Relate to other Documents?

What is the Downtown Plan Urban Design and Architectural Guidelines (UDAG)?

- Adopted in 1986 as part of 1984 Downtown Plan.
- A tool to implement the Downtown Plan.
- Identifies the essential qualities and characteristics of Downtown.
- Sets forth design expectations.
- Are recommendations to assure new development is compatible with existing areas.
- Is the link between the Downtown Plan and the Zoning Ordinance.

Stated Purpose of the UDAG.

- To influence the general character of new projects so that Downtown will preserve its present qualities as it develops,
and...
- To identify issues of City concern that should be considered by owners, developers, architects, and builders, as they prepare proposals for City staff and Development Review Board consideration.

Supplements the Scottsdale Sensitive Design Principles

- Principles #1, 5 and 6.

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Relationship to the Sensitive Design Principles

Supplements the Scottsdale Sensitive Design Principles

Principle # 1 - The design character of any area should be enhanced and strengthened by new development.

- Building design should consider the distinctive qualities and character of the surrounding context and, as appropriate, incorporate those qualities in its design.
- Building design should be sensitive to the evolving context of an area over time.

Principle # 5 - The design of the public realm, including streetscapes, parks, plazas and civic amenities, is an opportunity to provide identity to the community and to convey its design expectations.

- Streetscapes should provide continuity among adjacent uses through the use of cohesive landscaping, decorative paving, street furniture, public art, and integrated infrastructure elements.

Principle # 6 - Developments should integrate alternative modes of transportation, including bicycles and bus access, within the pedestrian network that encourage social contact and interaction within the community.

DOWNTOWN PLAN

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Strategy and Approach

Update – Build upon Existing Guidelines:

- Current UDAG is viewed favorably - Starting point for the update
- Test existing content and integrate revised goals and new policy objectives
- Validate the result through a public process and DRB adoption

Strategy:

- **Character and Design** chapter, as well as urban design related goals and policies within other chapters within the Downtown Plan
- **Downtown Task Force** recommendations and implementation items
- **Development Review Board** oversight; DRB will adopt and implement

Approach:

- Focus on provisions related to the Downtown ordinance
- Identify those areas that would benefit from further study
- Incorporate guidance related to activities and practices
- Emphasize concepts and outcomes and defer details and specifics to the Design Standards and Policies Manual (DSPM)
- Align the Guidelines with current standards/practices/materials/technology

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What We Accomplished and What We Heard

Downtown Town Hall

- Maintain Downtown as primary center.
- Cohesive Downtown with distinct district Identities.
- Support and fund arts and culture.
- Downtown features should compliment character.
- Civic Center and Downtown open space.
- Innovative quality development that respects the core
- Protect surrounding neighborhoods.
- Downtown access and mobility within Downtown.

Downtown Plan Update

- Enhance/strengthen community character - context
- Sensitive transitions and buffering.
- Response to climate and context of Sonoran Desert.
- Strengthen pedestrian character and linkages.
- Compliment urban character with regional landscape.
- Integrate lighting solutions.
- Incorporate sustainable building practices .

Downtown Task Force

- Create an inviting, safe and attractive experience for pedestrians.
- Apply design guidelines and other standards consistently.
- Encourage supportive design relationships between new and established urban form – transition scale, height and intensity at Downtown’s edges within Downtown where appropriate. downtown urban neighborhoods.
- Retain the small lot development pattern and active ground level land uses in the Downtown core .
- Protect Old Town’s small lot development pattern, character, design and aesthetics as this Downtown core neighborhood embodies the historic culture and heritage of the community.

Design Focus Groups

- **Streetspace Design:** The management of the business use and activity of the streetspace and the design buildings and features that define its edge for the positive experience of pedestrians as they engage in the range of activities typical of a downtown area.
- **Transitions and Buffers**
- **Building Height and Relationships:** Site plan considerations, building form as they relate to managing impacts of building height.
- **Building Shape and Size:** The size and shape of buildings as they relate to desired character and the pedestrian.
- **Preferred Places and Spaces:** What represents Scottsdale.

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Reoccurring Themes

Built Character and Urban Form / Landscape

- Cohesive Downtown with Distinct District Identities
- Downtown Features should Compliment Character
- Innovative quality development that respects the core
- Building Shape and Size: The size and shape of buildings as they relate to desired character and the pedestrians.
- Protect Old Town's small lot development pattern, character, design and aesthetics as this Downtown Core neighborhood embodies the historic culture and heritage of the community;
- Compliment urban character with regional landscape
- Enhance/strengthen community character - context
- Retain the small lot development pattern and active ground level uses in the Downtown Core

Transitions and Buffering

- Encourage supportive design relationships between new and established urban form – transition scale, height and intensity at Downtown's edges within downtown urban neighborhoods.
- Transitions and Buffering TBD
- **Building Height and Relationships**: Site plan considerations, building form as they relate to managing impacts of building height.
- Sensitive transitions and buffering
- Protect surrounding neighborhoods

Pedestrian Experience and Mobility

- Streetspace Design: The management of the business use and activity of the streetspace and the design buildings and features that define its edge for the positive experience of pedestrians as they engage in the range of activities typical of a downtown area.
- Create an inviting, safe and attractive experience for pedestrians
- Civic Center and Downtown open space
- Strengthen pedestrian character and linkages
- Downtown access and mobility within Downtown
- Integrate lighting solutions

Vision and Values

- Maintain Downtown as the primary center of the community
- Support and fund culture and the arts.

Sustainability

- Incorporate sustainable building practices
- Response to climate and context of Sonoran Desert

Process

- Apply design guidelines and ordinance provisions consistently

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Topics for the UDAG Update

- **Pedestrian/Public Realm/Mobility**
- **Transitions and Buffers**
- **Strengthen Design Standards in the Old Town area**
- **Design Features for buildings that are adjacent to Old Town**
- **A review of districts within the Downtown Core**
- **The character and design of Urban Neighborhoods**
- **Study the relationship between the Downtown Core and adjacent Urban Neighborhoods**

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Next Steps and Opportunities for **Public Involvement**

